

BRAND CONTINUITY

BRAND CONTINUITY

Table of Contents

AU BRAND CONTINUITY

- 04 Welcome - Letter from Leadership
- 05 Branding Overview
- 06 The Importance of a Brand and Protecting It
- 07 Branding Matrix
- 08 Color Usage
- 09 Paper Selection
- 10 Font Usage
- 12 Graphic Styles
- 14 Working Effectively with the AU Office of Publications

WELCOME

Letter from Leadership

THE ANDERSON UNIVERSITY BRAND

Marketing and branding go far beyond logos, slogans and layouts. The Anderson University brand is a visual and verbal expression of who we are. It attracts people to us and serves as an outward expression of our abilities, identity and beliefs.

Anderson University has invested in a process to discover and formalize our brand. It was a long process wherein firms specializing in marketing and branding worked closely with our campus community, university leadership and our internal marketing office. Now, we ask for support from our entire faculty and staff to ensure the proper branding standards are used at every opportunity.

We recommend you keep this binder close at hand and become familiar with the information it contains. It explains the importance of branding and how you can ensure all your materials meet the established standards. It also explains the rationale for our latest campaign, “*we don’t believe.*” We expect this campaign to garner a lot of attention. By familiarizing yourself with the brand campaign and concepts, you will be equipped to answer questions you may hear from students, parents, peers or community members.

Thank you for your assistance and support.

Sincerely,
P.E.S.

(President’s Executive Staff)

AU BRAND CONTINUITY

Branding Overview

WHAT IS BRANDING?

Everybody knows the term branding, but what does it really mean? Our favorite definition of a brand is from Marty Neumeier's book, *The Brand Gap* – “A brand is a person's gut feeling about a product, service or company.”

It's a gut feeling because we're all emotional, intuitive beings, despite our best efforts to be rational. It is not a slogan, logo or layout. A brand is the essence, the personality and the difference.

Furthermore, a brand is defined by individuals, not by organizations. While organizations can't necessarily control this process, they can influence it by communicating the qualities that make this product or institution different from another. In other words, a brand is not what *you* say it is, it's what *they* say it is.

To compare a brand with its competitors, we need to know what makes it different. Branding is the management of the differences. A brand is a claim of distinction. It's your differentiator. As such, it must be treated with consistency and thoughtfulness. Although it takes time to develop a respected brand, it can all be quickly lost in a single, uncalculated move.

“True Freedom”

On the first page of this binder, there is reference to Anderson University's story. Our story is about true freedom. As we move forward, it is imperative that our differentiator of true freedom is always at the forefront of the messaging.

AU BRAND CONTINUITY

The Importance of a Brand and Protecting It

A BRAND IS BUILT ON TRUST

The audience decides if an organization is delivering on their brand promise. The danger is in the potential disconnect between what *we* say our brand is and what our constituents say it is. Because branding is all about trust, for many of our audiences it becomes an emotional paradigm, regardless of the product or service. Therein lies the importance of developing a consistent, vibrant, flexible brand that evokes a positive image and creates an emotional connection for customers. This is why branding is so important.

A few other reasons why branding is so important:

- Branding helps universities respond to business issues.
- Strong brands have value beyond the balance sheet.
- Strong brands command higher premiums.
- Strong brands help attract, retain and engage employees.

PROTECTING THE ANDERSON UNIVERSITY BRAND

Once we understand what a brand is and recognize its importance, it becomes easy to see why we must work to protect our brand. Just as every person has a unique look and personality, so does every brand. If a brand is constantly changing its appearance or personality, people may start to mistrust the business, or even worse, forget about it all together.

That's why we have to support the Anderson University brand. And that's exactly what this Brand Continuity Guide is designed to do. We not only have to tell our story of true freedom, but we also have to ensure the story is told correctly across all audiences. That is where the "we don't believe" campaign enters the equation. In addition, by carefully managing graphic elements, including type direction, color reproduction and more, we ensure that our brand maintains the highest level of trust, relevance and recognition.

AU BRAND CONTINUITY

Branding Matrix

ATTRIBUTES:	OUR POSITION:
VISUAL IMAGE:	
CORE VALUE STATEMENT:	<p>Underlying our institutional story are five core values that form the pillars of the Anderson University experience, supporting our every undertaking.</p> <ul style="list-style-type: none"> • Integrity • Excellence • Servant Leadership • Responsibility • Generosity
AU IS:	Accepting, Faith-Based, Open, Uplifting, Challenging, Inclusive, Inspiring
AU IS NOT:	Closed Minded, Restrictive, Judgmental, Secular, Average, Exclusive
MISSION STATEMENT:	The mission of Anderson University is to educate for a life of faith and service in the church and society.
BRAND POWER:	AU offers true freedom, which differentiates us from other universities. Our non-creedal church heritage helps us to tell this story and to spell out exactly what we do and don't believe.
TAGLINE:	Academic and Christian Discovery
POSITIONING:	Because we don't believe in and are not restricted by artificial conventions, we're uniquely able to educate from a place of true freedom.
PASSIONS:	Education, Faith, Truth through Scripture, Growth, Discovery, Christian Beliefs, Success, True Freedom

AU BRAND CONTINUITY

Primary Color Usage

Color reproduction is vital to proper usage of all AU marketing components. Materials and reproduction methods affect color and must be taken into account. These are our primary colors. Strong and easily identifiable, these colors are the first choice when representing Anderson University.

ORANGE

Orange is one of the colors used in all corporate communications. All percentages of orange may be used. It may be used in the spot color or the CMYK coordinates.

Pantone® Orange 021

CMYK 0/65/100/0

RGB 245/121/32

HTML F57920

BLACK

Black is one of the colors used in all corporate communications. All percentages of black may be used to create shades of gray.

Pantone® Black

CMYK 30/30/30/100

RGB 0/0/0

HTML 000000

GRAY

40% black is used in the arc of the AU logo. For 3-color projects, Pantone® 429 or Pantone® 877 Metallic may be substituted for 40% black.

Pantone® 877 Metallic

CMYK 0/0/0/40

RGB 165/172/175

HTML A5ACAF

WHITE SPACE

White is an integral member of the primary color family. Most traditionally printed AU marketing materials are produced on white paper. When lots of clean white space is utilized in any design, the other colors in the primary color family create maximum impact for a look that is easily recognizable as AU.

AU BRAND CONTINUITY

Secondary Color Usage

These colors may be used as supplemental support colors to the primary colors. When used in any digital media or print collateral, these colors may only be used when a primary color is present somewhere on the piece. Screened versions of all secondary colors are acceptable in increments of 10%.

Pantone® 1205
CMYK 0/5/35/0
RGB 248/228/152
HTML F8E498

Pantone® 128
CMYK 0/7/68/0
RGB 242/214/83
HTML F2D653

Pantone® 1365
CMYK 0/33/75/0
RGB 255/182/82
HTML FFB652

Pantone® 167
CMYK 3/78/100/15
RGB 189/79/25
HTML BD4F19

Limited Accent Color Usage

Just as their name suggests, these colors are available for limited use as accents – subtle use in color bars, lines, small copy, etc. Again, the primary colors should be used first in all communications and marketing materials. Screened versions of these colors are acceptable choices in increments of 10%.

Pantone® 7525
CMYK 11/51/59/34
RGB 155/110/81
HTML 9B6E51

Pantone® 5773
CMYK 28/10/48/31
RGB 144/152/107
HTML 90986B

Pantone® 7451
CMYK 46/26/0/0
RGB 137/168/224
HTML 89A8E0

Paper Color Selection

White should be your first color choice in selecting a paper for any traditional print collateral. When selecting a more creative paper for marketing materials, such as the cover of a report, brochure or flyer, the color of the paper must match one of the primary or secondary colors.

AU BRAND CONTINUITY

Font Usage

Our fonts are the graphic “voice” of the AU brand. Our audiences expect to see a certain “look” from our marketing materials. To build brand recognition and eliminate confusion in the marketplace, use the fonts listed in this Guide to represent Anderson University. The entire font family, including italicized and bold versions of each may be used.

PRIMARY FONTS

The typeface used in the Anderson University logo is from the Mondial family of fonts. This font may also be used in headlines and subheads for AU promotional materials.

Mondial Plus Family (logo use, headlines, subheads)

A b C d

Mondial Plus Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Mondial Plus Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Mondial Plus Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Mondial Plus Demi Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AU BRAND CONTINUITY

PRIMARY FONTS (CONTINUED)

These typefaces are the preferred fonts to be used with all printed, outward facing marketing materials. The entire font family including italicized, bold, condensed and expanded versions of each may be used.

SERIF **Adobe Garamond Family** (primary body text, subheads)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SANS-SERIF **Universe Family** (secondary body text, forms, contact info, headlines)

AbCd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SUPPORTIVE TYPEFACES

These typefaces are the preferred fonts to be used with campaigns, promotions and special-event materials. The entire font family including italicized and bold versions of each may be used.

SANS-SERIF **Frutiger Family** (primary body text, subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SERIF **Goudy Family** (invitation/announcement body text, subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SCRIPT **Shelley Family** (formal invitation/announcement headlines, subheads)

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HAND WRITTEN (informal invitation/announcement & Admissions headlines, subheads)

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AU BRAND CONTINUITY

Graphic Styles

These graphic styles help make Anderson University marketing materials easily recognizable while providing continuity throughout all target audiences.

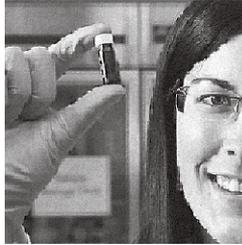
PHOTOGRAPHY

Photography can be used in a wide variety of formats. The various photo styles shown below, applied to a wide variety of AU subject matter, allows for maximum impact and clear recognition of Anderson University. Please contact the Office of Publications to review their photo library and discuss photo options.



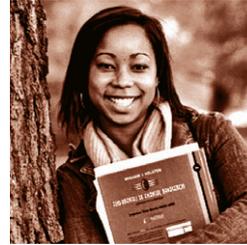
Lifestyle (Classroom)

- Desaturated Colors
- Warming Filter
- Sharpened & Grainy



Lifestyle (Classroom)

- Black & White
- Sharpened & Grainy
- Non-traditional Cropping



Lifestyle (Student Life)

- Duotone Created from Primary & Secondary Colors
- Sharpened & Grainy



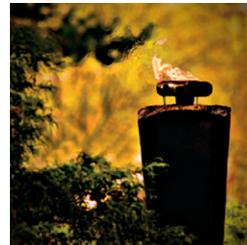
Lifestyle (Athletics)

- Sepia Tone
- Sharpened & Grainy
- Non-traditional Camera Angle



Background

- Monotone in Any Primary & Secondary Color



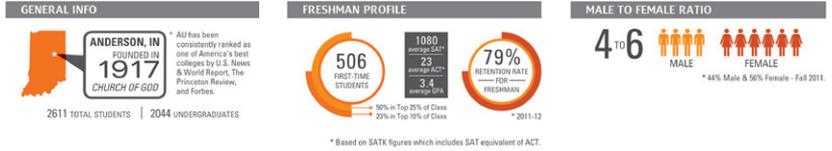
Campus Environment

- Saturated Colors
- Warming Filter
- Vignette with Dark Edges
- Non-traditional Camera Angle

AU BRAND CONTINUITY

VECTOR BASED GRAPHICS

Charts, graphs, maps and silhouettes comprised of primary and secondary colors and simplified shapes transform AU statistics into branded infographics that are easy to read and understand.



USING THE FLAME

The AU flame works to clearly represent Anderson University. Below are some examples of how the flame can create maximum impact and brand recognition.



Isolated in the middle of a light or dark background



Cropped at the layout edge with lots of white space



Photography pasted inside the flame (space between photos creates a stained glass look)



Reversed out of photo

AU BRAND CONTINUITY

Working Effectively with the AU Office of Publications

- 1. What is the mission of the Office of Publications?** Our primary responsibility is producing major university publications, however, one of the most important services is assisting all departments in developing effective, affordable communications.
- 2. What services do you offer campus departments?**
 - Planning and Advising
 - Writing and Editing
 - Photography
 - Project Management
 - Design
- 3. How do we get started?** Simply call x4239 to schedule an initial meeting to determine your needs and assist us in planning a strategy to meet them. Be prepared to answer basic questions about your project's purpose, audience, call to action, budget and distribution channels.
- 4. What should I bring to the initial meeting?** If your content is ready, bring that on a flash drive along with a printed copy. The document should be in text-only Microsoft Word (no formatting such as tabs, columns, etc.).
- 5. How long does it take?** Every project is different, but the timeline primarily depends on the starting content, number of revisions and vendor turnaround capabilities. Contact us as soon as you know a project needs produced.
- 6. How much does it cost?** There is no charge for our services. However, each department is responsible for costs such as printing, photography, etc.
- 7. Do you produce university stationery?** University letterhead, envelopes, business cards and name badges are a standard design. Orders are entered via an online storefront at anderson.edu/storefrontorders and processed quarterly in June, September, December and March. Contact us for more information regarding the ordering process.

AU BRAND CONTINUITY

The Process

The publications office is here to help you develop effective communications. Our approach includes the following process:

- 1. Initial Planning Meeting.** Together we determine needs, plan a strategy and begin to formulate an editorial and design concept. Be prepared to answer basic questions about your project's purpose, audience, call to action, budget and distribution channels.
- 2. Project Management.** A project coordinator or PC will be assigned to your project to follow its progress, create a timeline and serve as your direct contact through all phases of production.
- 3. Editing & Design.** An editor reviews the content for style, grammar, punctuation and consistency. We also make sure content is appropriate for the intended audience. Then, a design is created and a preliminary proof is presented for review. Specifications are determined and printing quotes are requested.
- 4. Page Proofs.** Once proofs are checked by both you and the publications staff, revisions are made and revised proofs are submitted. This process can repeat several times. Upon final approval, the project is prepared for the printer.
- 5. Print Production.** The PC coordinates the project with the printer, including delivery dates and information.

We look forward to working together to create impactful communications for Anderson University.

AU Website & Social Media

The Anderson University public website and social media are managed by the Office of University Communications. Departments seeking to establish new web areas should contact Stefanie Leiter at skleiter@anderson.edu or (765) 641-4273. For information on establishing a departmental presence on social media sites (Facebook, Twitter, etc.), please contact Randy Dillinger at rdillinger@anderson.edu or (765) 641-4257.